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The Intellectual Property Law Section of the State Bar of California presents

The TRADEMARK OFFICE COMES TO CALIFORNIA

MONDAY,
APRIL 7, 2008

The Ritz-Carlton
4375 Admiralty Way
Marina del Rey, CA 90292
310.823.1700

WEDNESDAY,
APRIL 9, 2008

The InterContinental Hotel
888 Howard Street
San Francisco, CA 94103
888.811.4273



PROGRAM SCHEDULE

GENERAL SESSION

7:00–8:00

Registration & Continental Breakfast

8:00–8:15

Welcome & Opening Remarks

8:15–9:15

“Rulemaking and Examination Guidance”

Sharon Marsh—Deputy Commissioner for Trademark Examination Policy

Ms. Marsh will discuss current trends and demands of the expanding trademark practice before the USPTO, including proposed rule changes and amendments to the Trademark Manual of Examining Procedure.

9:15–10:15

“Trademark Operation Update”

Deborah Cohn—Deputy Commissioner for Trademark Operations

Ms. Cohn’s presentation will focus on the initiatives being undertaken to continue the USPTO’s cutting edge operations and responsiveness to trademark owners and practitioners worldwide, including information about agency workload, the TEAS electronic filing system, and progress on agency goals.

10:15–10:30

Break

10:30–11:45

“Update on TTAB Practice and Procedure”

J. David Sams—Chief Administrative Trademark Judge of the Trademark Trial and Appeal Board

Judge Sams will provide relevant and insightful advice to assist practitioners in effectively representing clients before the TTAB. Topics will include recent cases, the effect of the recent TTAB rule changes and a discussion on fraud post-Medinol.

12:00–1:30

Luncheon Keynote: “IP Management in Academia”

Anne H. Chasser, Associate Vice President, Intellectual Property Office, University of Cincinnati

Ms. Chasser, formerly Commissioner for Trademarks for the United States Patent and Trademark Office, will speak on academic technology transfer and intellectual property management.

TRACK 1

1:45–3:00

“Post-Registration: The World—International Trademark Enforcement and Anti-Counterfeiting”

Moderator & Panelist: Alan M. Kindred
Attorney, La Canada, CA

Panelist: Kevin S. Kozak
Deputy Special Agent in Charge,
Los Angeles Office of
Investigations, US Immigration and
Customs Enforcement

This panel will discuss practical techniques in different industries for the effective use of ICE to enforce IP rights at the docks and other points of entry into the US. Each panelist has extensive experience in stopping illegal imports and will provide tips on the written and unwritten code of stopping knock-offs.

TRACK 2

1:45–3:00

“Branding, Licensing, and Sponsorship”

Panelist: Gary Rinkerman, Baker and
Hostetler, LLP, Washington, DC

Panelist: Robert Hollander, Brand Sense
Partners, LLC, Los Angeles, CA

Panelist: Wayne Watkins, IOS Media,
Torrance, CA

A practical discussion of how to develop an existing brand into a profitable and well controlled licensing powerhouse, and the benefits and pitfalls of sponsorship as it relates to trademarks.

3:00–3:15

Break

TRACK 1

3:15–4:30

“TTAB Rule Changes”

- Moderator:** Alan M. Kindred,
Attorney, La Canada, CA
- Panelist:** Frances Wolfson,
Interlocutory Attorney, Trademark Trial and Appeal Board
- Panelist:** Gary Krugman,
Sughrue Mion, PLLC, Washington, D.C.

This panel will focus on the new TTAB rule changes, and discuss policy rationale for the changes and practical pointers to effectively negotiate the new landscape of TTAB practice.

TRACK 2

3:15–4:30

“Apparel Licensing & Private Labeling” (LA)

- Moderator & Panelist:** Barbara Kolsun,
Former General Counsel of 7 for All Mankind, New York, NY

The panel will explore how to license a brand in apparel and create the cross branding strategies that many mark owners desire to increase their revenue streams. Also discussed, as another source of revenue, will be how to effectively use trademark rights to create a profitable private labeling business.

“Enforcing the License Agreement: Royalty Audits, Collections, and Litigation” (SF)

- Panelist:** Thomas J. Speiss III,
Venable, LLP, Los Angeles, CA
- Panelist:** Michael Quackenbush,
Miller, Kaplan, Arase, and Co., LLP, San Francisco, CA
- Panelist:** Michael Wagner,
CRA International, Palo Alto, CA

Once you have a trademark license in place, you must enforce it and make sure that you are paid the proper royalty. The panel will focus on effective lawyering to leverage the rights you have through audits and litigation.

GENERAL SESSION

4:30–5:30

Shootout at the ICANN Corral: Domainers v. Trademark Owners

- Moderator:** Mike Rodenbaugh,
Rodenbaugh Law, San Francisco, CA
- Panelist for Domainer Viewpoint:** John Berryhill, PhD., *Media, PA*
- Panelist for Trademark Owner Viewpoint:** David J. Steele,
Christie, Parker and Hale, LLP, Newport Beach, CA

Mike Rodenbaugh was formerly Yahoo’s primary attorney in charge of intellectual property and enforcement. He will moderate a lively discussion between one of the most prominent and outspoken attorneys for domainers and one of the most successful attorneys who litigates against domainers on behalf of trademark owners.

5:30–7:00

Reception and Roundtable with USPTO Senior Attorneys J. Bret Golden and April Rademacher

This is a new feature that will allow you to have a drink, sit at a table, and ask candid questions of Senior Attorneys from the Trademark Office.

REGISTRATION INFORMATION

Online Registration

www.ipsection.org

Registration by Mail

Your registration must be received **no later than Friday, March 28, 2008**. Please send your completed registration form and check payable to The State Bar of California to:

Program Registrations

The State Bar of California

180 Howard Street

San Francisco, CA 94105-1639

Registration by Fax:

Fax to program registrations at 415.538.2368. Visa/MasterCard only. Credit card information is mandatory.

On-Site Registrations

On-site registration opens at 7:00 AM and is subject to space availability.

Cancellation/Refunds

Cancellations and requests for refunds must be received in writing **no later than Friday, March 28, 2008**. Substitute registrants are allowed, but must register in their own name.

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Please call 415.538.2071, or TDD 415.538.2375.

Questions

For registration information, please call 415.538.2508. For program content/Section information, please call 415.538.2375 or visit the Section's website at www.ipsection.org.

Audio Tapes

Audio tapes of the program will be available with a complete set of program materials from Versa-Tape. To order, please call 800.468.2737.

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☐ **Marina del Rey**

April 7, 2008

☐ **San Francisco**

April 9, 2008

REGISTRATION FEES (check appropriate box)

- ☐ **\$295** Members of the State Bar of California Intellectual Property Law Section
- ☐ **\$370** Non-Member of the State Bar of California Intellectual Property Law Section (2008 Section Membership Included)
- ☐ **\$385** All Registrations after Friday, March 28, 2008 (2008 Section Membership Included)
- ☐ **\$150** Law Clerks and Paralegals (Non-Attorney)
- ☐ **\$50** Students (Non-Attorney) and Law Professors

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The TRADEMARK
OFFICE COMES
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STATE BAR EDUCATION FOUNDATION

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